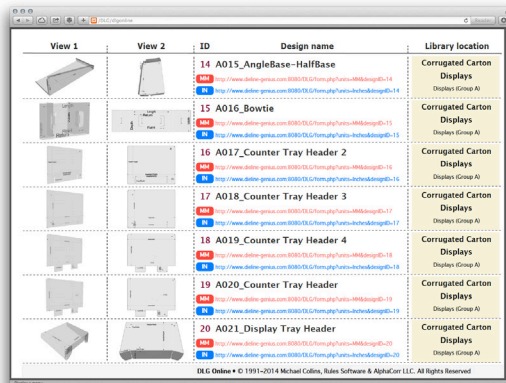


Ashlar-Vellum Channel Partner Newsletter

July 2014

Pay-per-Use Parametric Library Proof of Concept

A technical demonstration is available for our on-line pay-per-use parametric resolver engine. While initially designed for AlphaCorr'sTM Dieline GeniusTM parametric library of packaging designs, the technology is applicable to any market using conventional designs with resizable parameters, such as gaskets, window casements, duct work, etc. Built on the Ashlar-Vellum GraphiteTM CAD engine, the resolver allows users to develop a library of resizable designs then create a web-based application. This allows their customers to select a design, plug in their dimensions, then resolve the design and get size and pricing information for the item.



Graphite v9 SP0 r9 Released

The latest Graphite v9 hot patch was released this month. The latest build (9.0.19) fixed a number of bugs and made several improvements to the software. Of particular note, now a registration code can be added in the middle of an open session, saving users that rashly created "real work" while in demo mode, allowing them to then save, print or export their design files. Also of note in this release is the re-introduction of IGES import and export for wireframe and text.



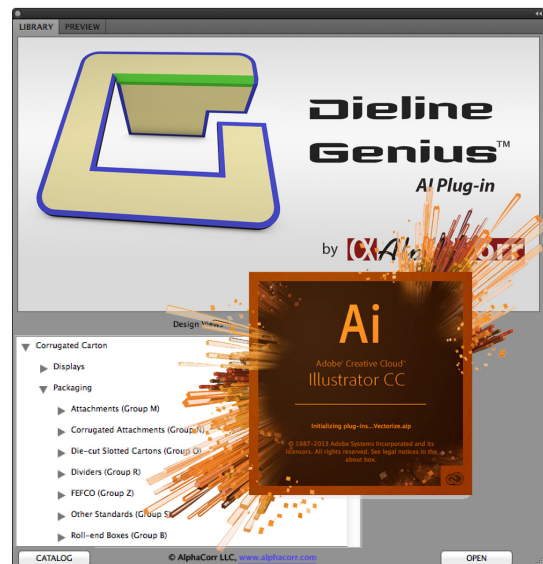
Pronghorn Update

Look for an update to the Pronghorn Overland Gear success story soon, as *Mud, Snow, Sand Meet Technology* translates from the Jeep JK to the Toyota Tacoma. Trey Hermann tells us:

"While the Jeep system took us two years to develop, it took us two and a half months to translate the Jeep system in CobaltTM over to the Toyota Tacoma. It was so easy. It was just a matter of getting into Cobalt and moving pieces around."

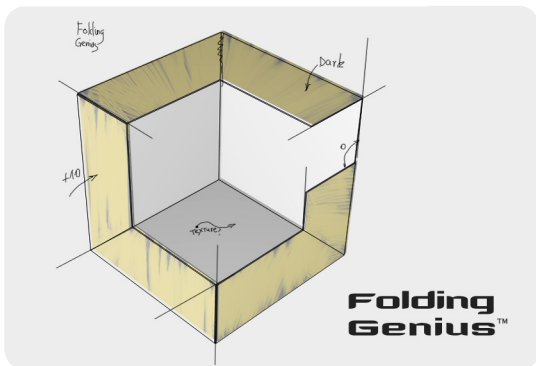
Dieline GeniusTM for AI CS6, CC & CC2014

The Dieline Genius plug-in for Adobe Illustrator Creative Suite 6, Creative Cloud and Creative Cloud 2014 is in the final stages of beta testing and is anticipated for release in August. The AlphaCorr application allows graphic artists to select a design from the parametric library of packaging and display designs, change the dimensions to suit their needs, then save or export it as a 3D PDF for production.



Folding GeniusTM for AI

As Ashlar-Vellum and AlphaCorr work toward developing an online pay-per-use version of Dieline Genius we have unbundled folding from the parametric library. Folding Genius for Adobe Illustrator is intended for AI users who don't need dielines but do need 3D folding visualization of their files.



Folding Genius for AI is available as a subscription service for \$195/year or for \$19.95/month. No permanent license is available.

Yearly subscriptions can be available through Ashlar-Vellum Channel Partners. Monthly subscriptions are available only from our website because of the monthly administrative over-head. No special certification is needed to sell the Dieline Genius or Folding Genius product lines.

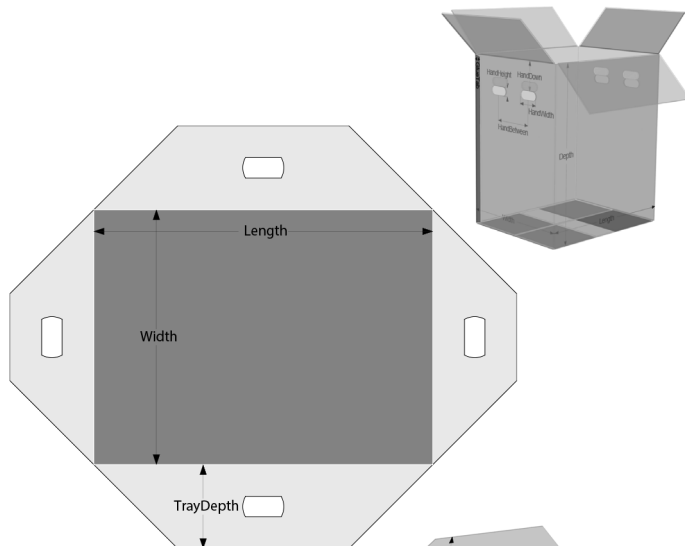
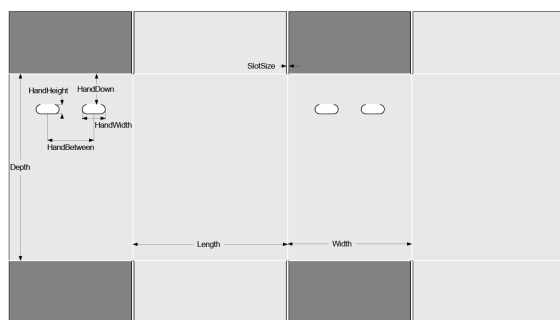
AlphaCorrTM Adds Parametric Designs to the DLG Library for Lexmark



Lexmark, one of the world's top providers of printing solutions, licensed Dieline Genius Standalone this month, for creating one-off or low volume boxes on their sample table.

They had three favorite carton designs, used often in a number of various sizes, that were not in the current DLG parametric library. So for a small fee AlphaCorr designed them parametrically to Lexmark's specifications, then added them to the DLG library, making it a win-win solution for everyone.

Creating semi-custom parametric designs is a great way for our Channel Partners with design expertise to provide extra services to their customers. Remember, parametric designs are not limited to packaging, but can be used to create libraries for any number of semi-customized applications.



Two of the three new folding carton designs added to the Dieline Genius library for Lexmark.